



# SimTect2008

**simulation** – maximising organisational benefits

[www.simtect.com](http://www.simtect.com)

MELBOURNE CONVENTION CENTRE  
MELBOURNE AUSTRALIA  
12-15 MAY 2008



Sponsorship and Exhibition Proposal



SimTect 2008 is held under the auspices of the  
Simulation Industry Association of Australia (SIAA) Ltd  
ABN 13 087 862 619



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## Conference Managers



Consec – Conference Management  
PO Box 3127  
BMDC ACT 2617

Telephone: +61 2 6251 0675  
Facsimile: +61 2 6251 0672  
Email: simtect2008@consec.com.au

Exhibition and Sponsorship Manager:  
Barry Neame  
Exhibition and Sponsorship Coordinator:  
Mimi Mekdarasouk

## Invitation to Sponsor and/or Exhibit

The **SimTecT 2008** Conference Organising Committee invites you to participate in the **SimTecT 2008** Conference in Melbourne, Australia.

In making a decision to become a sponsor or exhibitor, your organisation will be assured of high profile exposure to the international simulation community who have rated **SimTecT** a high point in the international calendar.

**SimTecT 2008**, located at the Melbourne Convention and Exhibition Centre, will attract delegates who want to know more about the application of simulation in their businesses.

**SimTecT 2008** will have special appeal to those interested in the areas related to simulation in:

- Defence, Command & Control, Network-Centric Warfare
- Transportation, Aerospace, Civil Aviation
- National Security / Emergency Management
- Mining / Construction / Manufacturing
- Organisational Learning / Training / Health
- Serious Games

The Conference is being promoted broadly throughout Australia and internationally under the theme: **Simulation – Maximising Organisational Benefits.**

To secure your place at **SimTecT 2008**, simply choose the sponsorship option or exhibition booth that suits you best, complete the attached application form and forward it with your deposit to the **SimTecT 2008** Conference Managers, Consec – Conference Management.

Individual Packages can also be arranged by contacting the Conference Managers to discuss your specific needs for a more personalised package.

## Conference Details

### Dates

Monday 12–Thursday 15 May 2008.

### Melbourne

Melbourne is an active part of Australia’s Simulation Community. The Defence Science and Technology Organisation, branches of Defence acquisition, logistics and training, automotive and general manufacturing and major Universities are located in or near Melbourne.

An attractive international tourist destination, average temperatures in Melbourne are mild with temperatures in May ranging from 11°–19°C.

### Site visits

Site visits will showcase the pick of Melbourne’s simulation facilities, such as (to be confirmed):

- Defence Science and Technology Organisation’s Air Operation Division’s simulators
- QANTAS flight simulators
- Major Games development company
- Motion-capture facility
- Monash University’s car research simulator
- Intelligent Transport capability
- New Synchrotron particle accelerator

### Conference Venue

The Melbourne Convention Centre is superbly situated on the banks of the Yarra River, close to the heart of the CBD and just 30 minutes from Melbourne’s International Airport.

### Floorplan

The attached floorplan has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas as well as by constant referral at Conference sessions.

## Conference Program

The Conference will include:

- keynote addresses
- plenary sessions
- workshops
- panel discussions
- concurrent sessions
- site visits; and
- trade and invited exhibition.

DATE	TIME	ACTIVITY
Sunday 11 May 2008	1300	Move In
Monday 12 May 2008	0900–1700	Optional Workshops
	1730–1900	Welcome Reception
Tuesday 13 May 2008	0900–1700	Paper Presentations
Wednesday 14 May 2008	0900–1700	Paper Presentations
	1900–2300	Conference Dinner
Thursday 15 May 2008	0900–1230	Paper Presentations
	1300–1500	Site Visits
	1400	Move Out





Photo courtesy: Rail Corporation NSW

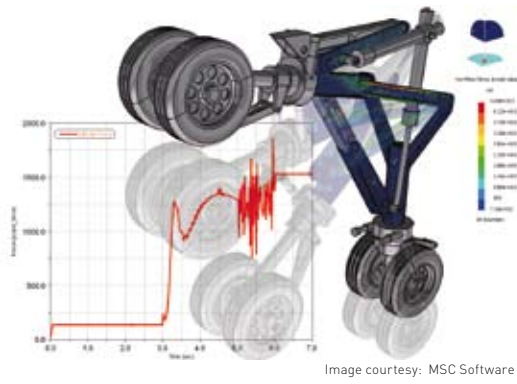


Image courtesy: MSC Software



Image courtesy: 5DT

## Promotion of the Conference and Exhibition

### Maximum Attendance

To ensure maximum attendance, the **SimTecT 2008** Conference will be widely promoted throughout Australia and overseas by:

- Distribution of the Conference main announcement and registration brochure
- **SimTecT 2008** website
- Direct emails
- Advertising within industry related journals and magazines
- Promotion at other industry related Conferences/meetings (Australian, European and US); and
- Government Trade Commissioners in SE Asia and the US.

### Attendees

Those who will attend **SimTecT 2008** include:

- Defence, aerospace, aviation, mining, construction, transport, national security personnel
- Private sector practitioners in the areas of modeling and simulation
- Government agencies; and
- Researchers

### Focus Areas

- Defence, Command & Control, Network-Centric Warfare
- Transportation, Aerospace, Civil Aviation
- National Security / Emergency Management
- Mining / Construction / Manufacturing
- Organisational Learning / Training / Health
- Serious Games

### Defence Projects

The SIAA will liaise with the Department of Defence to encourage representatives from current simulation related projects to attend **SimTecT**, and to brief the participants. This will provide an opportunity for exhibitors to engage with project personnel.

### Sponsor / Exhibitor Briefing Room

A room close to the exhibition will be able to be booked, free of charge, by Sponsors / Exhibitors for private briefings or meetings.

The **SimTecT** organisers will manage the bookings to ensure that access is equitable, with priority given to the level of sponsorship or exhibition booths.



## Benefits to Your Company by Sponsoring and Exhibiting at SimTecT 2008

- A significant marketing advantage
- Corporate goodwill from Conference delegates and the Government
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of your products / services
- Increased business potential
- Enhanced company profile
- Direct access to an audience made up of your clients, current and potential
- Broadened exposure through to May 2008 by acknowledgement in all print material, including the Conference registration brochure, Conference program and handbook with abstracts and the Conference proceedings
- Promotion in industry related journals and magazines
- Promotion on the Conference website
- Exposure at the Conference through signage and announcements

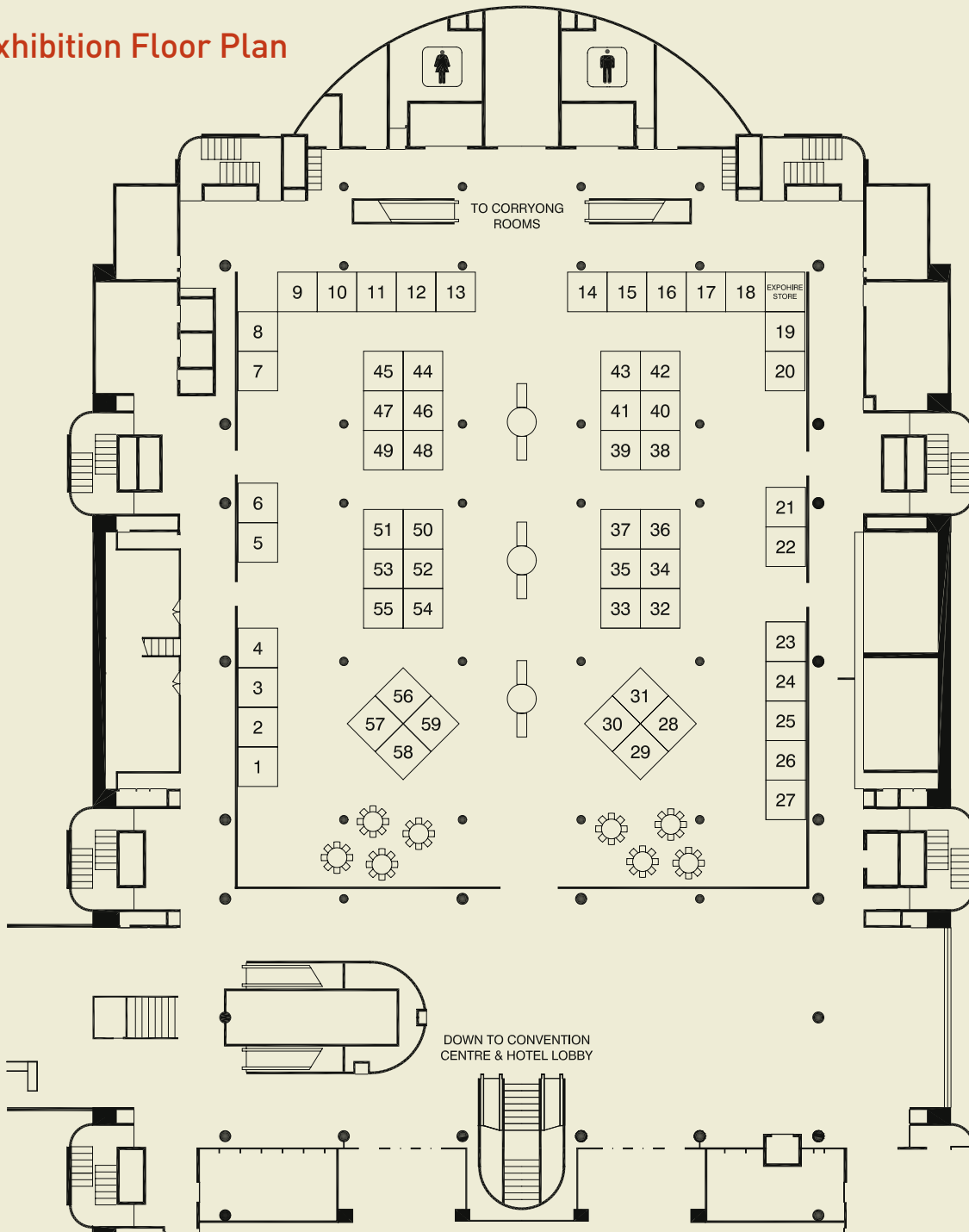
### State Government Support

State Governments in **SimTecT**'s host cities have supported **SimTecT** as the conference and exhibition aligns with their strategic development initiatives. **SimTecT** is promoted by the governments' business and internal networks – in Australia and overseas.

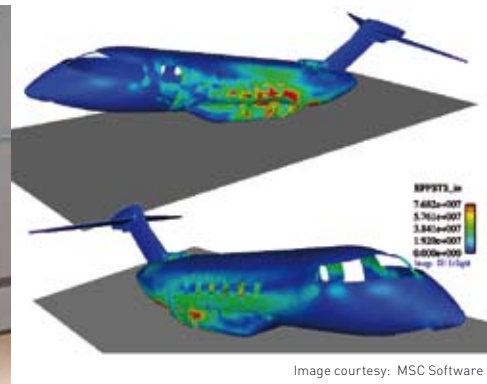
In return, a Minister or senior public representative formally opens the conference, and the state government is acknowledged in promotional material.



## Exhibition Floor Plan



Please note: Should the exhibition floorplan require expansion or retraction, the Conference Managers reserve the right to make the necessary changes.



## Exhibition Details

The Exhibition will be held in the Melbourne Convention Centre.

The attached floorplan has been designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas.

The Welcome Reception will be held in and around the exhibition. There are a maximum of 58 exhibition booths available and all morning, afternoon teas and lunches will be held in the exhibition areas.

### Move In and Move Out Times

Sunday 11 May 2008	1300	Move In
Thursday 15 May 2008	1400	Move Out

## Exhibitor Stand Package

**\$3,750.00**

per 3m x 3m booth [GST inclusive]

**\$2,250.00**

per 3m x 3m booth [GST inclusive] for the first booth for all SIAA Full Members

<b>Dimensions</b>	3m x 3m
<b>Fascia</b>	Company Name
<b>Lights and Power</b>	Provided
<b>Welcome Reception</b>	An invitation is extended by the Conference Committee, for two [2] representatives per exhibition booth booked to attend the Welcome Reception as their guests on Monday 12 May 2008.
<b>Conference Satchel</b>	One [1] per exhibition booth, with Conference delegate list including: name, organisation and state only.
<b>Name Badges on Stand</b>	Name badges for two [2] representatives to staff the stand for the duration of the Conference.
<b>Promotion</b>	Listing of company name and website in the final Conference Handbook with Program for delegates.
<b>Catering</b>	Morning / afternoon teas (except Thursday NO afternoon will be served, as program concludes with lunch) and lunches for two [2] representatives each day. If you have more than two [2] representatives staffing your stand, this can be noted on the additional form (with associated costs) that will be sent out to you in your exhibitor kit, six weeks prior to the Conference.



## Sponsorship Packages

### Principal Sponsor [multiple]

**\$15,500\***

Ten-minute [10 minute] welcome speech following the formal Conference opening
Principal sponsor acknowledgement
Two [2] complimentary full registrations
Two [2] complimentary exhibition booths [3m x 3m] in a prime position
Organisation acknowledgement on the <b>SimTecT</b> webpage
60 second CD grab at the start of each day (to be supplied by you, details advised at a later date)
One [1] complimentary satchel insert (to be supplied by you)
Corporate logo featured on the Conference signage
Corporate logo featured on the cover of the registration brochure
Corporate logo featured on the cover of the Conference program/handbook
Corporate logo and company acknowledgement featured in the Conference proceedings – hard copy and CD version
Corporate logo on the main Conference slide on each room

\*GST inclusive

## Sponsorship Packages

### Major Sponsor [multiple]

**\$8,200\***

One [1] complimentary full registration
One [1] complimentary Exhibition booth (3m x 3m) in prime position
Organisation acknowledgement on the <b>SimTecT</b> web page
60 Second DVD grab at the start of each day
One [1] complimentary satchel insert (to be supplied by you)
Corporate logo on Conference signage
Corporate logo featured on the cover of the registration brochure
Corporate logo featured on the cover of the Conference program/handbook
Corporate logo and company acknowledgement featured in the Conference proceedings – hard copy and CD version

### Name Card Lanyard Sponsor

**\$7,700\***

(exclusive sponsorship, one only)

**\$3,850\***

(two available)

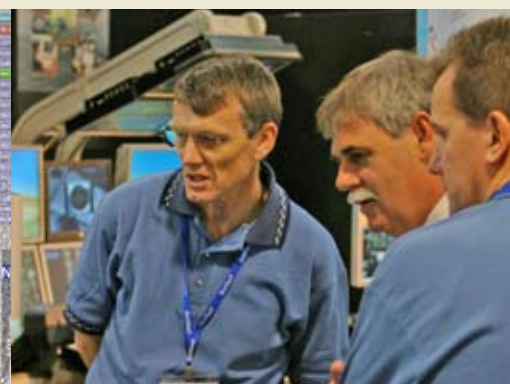
Corporate logo in mono colour on the delegate and exhibitor name card lanyards
Corporate logo in mono colour on the delegate and exhibitor name cards
Company sign, supplied by you, displayed at the registration desk for the duration of the Conference (size and type of sign to be determined by the Conference Managers)
Complimentary full registration/s: Two [2] for exclusive; One [1] otherwise

### Conference Dinner Sponsor [one]

**\$6,600\***

Introduction to Conference delegates during the Conference Dinner
Corporate logo featured on the Conference dinner menu
Company acknowledgement and promotional paragraph in the Conference registration brochure
Corporate logo and promotional paragraph featured in the Conference program/handbook
Company sign (to be supplied by you), displayed during the Conference Dinner (size and type of sign to be determined by the Conference Managers)
Four [4] complimentary tickets to the Conference Dinner

\*GST inclusive



## Sponsorship Packages

### Welcome Reception Sponsor [one]

**\$4,400\***

Corporate logo featured in the Registration Brochure
Introduction to Conference delegates during the Welcome Reception
Company sign, supplied by you, displayed during the Welcome Reception (size and type of sign to determined by the Conference Managers)
Corporate logo and promotional paragraph featured in the Conference program/handbook
Four (4) complimentary tickets to the Welcome Reception

### Wireless Internet Access Sponsor [one]

**\$4,400\***

Wireless Internet Access points will be located in the Exhibition, Speaker's Preparation area and around the Registration Desk
Two (2) complimentary tickets to the Welcome Reception
Corporate logo in registration brochure and company description on website
Company sign, supplied by you, displayed in the trade exhibition area (size and type of sign to determined by the Conference Managers)
Company logo on user's log-in screen

### Golf Challenge Sponsor [one]

**\$3,300\***

Corporate logo in registration brochure and company description on website
Company sign/banner, supplied by you, displayed at the start and the end of the Golf Challenge
Presentation to winners during the afternoon tea on the Tuesday
Opportunity to distribute company shirts, caps etc. on the day
Four (4) complimentary tickets to the Golf Challenge

### Lunch Sponsor [two]

**\$2,200\***

Welcome to Conference delegates during your sponsored lunch
Company sign(s), supplied by you, displayed during your sponsored lunch (size and type of sign to determined by the Conference Managers)
Two (2) complimentary lunch invitations for company representatives to your sponsored lunch
25% discount off the full price of one (1) trade exhibition booth

### Advertising in the Final Conference Program and Handbook with Abstracts

**\$1,200\***

One (1) A4 full colour advertisement in final Conference Program and Handbook (artwork to be supplied to Conference Managers by specified date in PDF format)

\*GST inclusive

# SimTect2008

simulation – maximising organisational benefits

www.simtect.com

Monday 12 May–Thursday 15 May 2008 • Melbourne Convention Centre, Melbourne Australia

## Application to Exhibit

### Contact Details

Contact Name		
Position in Organisation		
Company/Organisation		
Postal Address		
Suburb	State	Postcode
Email		
Telephone [W]	Facsimile	Mobile

### Exhibition Booth

Booth Position Number	Number of Booths Required
-----------------------	---------------------------

I/we prefer booth position/s (as indicated on the enclosed floorplan) in order of preference

1st	2nd	3rd	4th
-----	-----	-----	-----

- I/we understand that booth/s will be allocated strictly in order of receipt of applications and deposit monies, with priority given to financial SIAA Full Members and current Conference Sponsors until 23 November 2007 and that the Conference Manager's decision will be final. Should the exhibition floorplan require expansion or retraction, the Conference Managers have the right to make the necessary changes.
- I/we note that furniture, extra lighting and power is to be ordered from the exhibition contractor.

### Cancellation Policy

In the case of cancellation of a booth/s please be advised that unless the organisers are able to resell the booth/s there will be no refund on monies paid. If the balance is NOT received by the due date as mentioned below, the allocated booth/s will be cancelled.

Cost: \$3,750.00 [GST inclusive] per exhibition booth, \$2,250.00 [GST inclusive] for first booth for all SIAA Full Members

Deposit Deadline: 50% required at the time of booking your exhibition booth for security.

Balance Deadline: 7 March 2008

We accept the terms and conditions as outlined in this Exhibition and Sponsorship Proposal and enclose/attach payment of \$ \_\_\_\_\_ to secure our sponsorship package at the **SimTect 2008** Conference.

Signed	Date
--------	------

On behalf of the listed above

## Application to Exhibit – Method of Payment

**CHEQUE**

Please make cheque payable in Australian dollars to the **SimTecT 2008 Conference** and mail to:

**SimTecT 2008** Conference Managers  
Consec – Conference Managers\*  
PO Box 3127  
Belconnen Mail Delivery Centre ACT 2617

\*Conference Managers: Consec – Conference Management as agent for **SimTecT 2008**

**CREDIT CARD\***

Visa       MasterCard       Amex       Diners

Cardholder's Name: \_\_\_\_\_

Card Number:

Expiry Date:

Signature: \_\_\_\_\_

\* All payments made by credit card will attract a 3% processing fee. This will be added to the total amount payable.

**ELECTRONIC FUNDS TRANSFER**

Name of Account: **SimTecT Conference 2008**

Bank: **National Australia Bank**

BSB number: **082 902**

Account Number: **85624 2461**

Location: **Canberra City, ACT**

## Application to Sponsor

### Contact Details

Contact Name		
Position in Organisation		
Company/Organisation		
Postal Address		
Suburb	State	Postcode
Email		
Telephone [W]	Facsimile	Mobile

### Sponsorship Package Preference

I/we would like to take up the following sponsorship package/s:

1st	2nd	3rd
Cost \$	Cost \$	Cost \$

I/we understand that the sponsorship packages will be strictly in order of receipt of application form and deposit.

### Cancellation Policy

In the case of withdrawal of a sponsorship package/s, please be advised that unless that particular area of sponsorship is resold the organisers will reserve the right to retain monies received.

Deposit Deadline: 50% required at the time of booking your sponsorship package to for security.

Balance Deadline: 7 March 2008

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**CREDIT CARD\***

Visa       MasterCard       Amex       Diners

Cardholder's Name: \_\_\_\_\_

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Expiry Date:

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Bank: **National Australia Bank**

BSB number: **082 902**

Account Number: **85624 2461**

Location: **Canberra City, ACT**